SMS Mailer V3
User Guide

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1 Document information

1.1 Purpose

Purpose

This document describes the usage of the SMS Mailer V3.
The latest version of this User Guide is publicly available at
http://interactive.ringring.be/public/documentation/smsmailer/sms_mailer.pdf
The documentation of prior version of SMS Mailer (V2) is still available at
http://interactive.ringring.be/public/documentation/smsmailer/sms_mailer_v2.0.pdf

1.2 Change history

Changes

Version	Release date	Changes
V2.0	2009-09-15	Major upgrade to comply with new SMS Platform (EMMA)
V2.1	2012-08-03	Bug fixes
V2.2	2013-02-13	New features (replies,list, FTP)
V2.3	2013-06-16	Support of long MT Support for international destinations
V3.0	2013-10-01	Send mailings to Contacts and/or Contact Groups New layout

1.3 Release notes

Versions

Version 2.2

- Added the possibility to see the SMS replies (MO messages)
- Added the possibility to create mailings via FTP
- Added the possibility to create mailings without the use of a file

Version 2.3

- Added the possibility to use long message
- Added the possibility to send message to international destinations

Version 3.0

- Added the possibility to send mailings to contacts and/or contact groups
- Change of layout
- Accept a header line in the mailing file upload
- Reviewed reporting
- Delivery Notifications updates cycle reviewed

1.4 Contact

Contact

The Ring Ring Company
2/F, Culliganlaan
1831 Diegem (Belgium)

coordination@ringring.be

Tel (During Business hours): +32 (0) 2 502 85 00
Tel (Outside Business hours): 0800 930 92 (only accessible from Belgium)

2 Getting started with the SMS Mailer

Overview

SMS Mailer is a user-friendly web application. It allows you to quickly send large number of SMS messages. Thanks to its intuitive interface, you can send thousands of SMS messages in few seconds.
Best of all, you don't need any IT skills to do so.

2.1 Requirements

Requirements

The SMS Mailer is optimized to run with Internet Explorer version 10.x or higher.

2.2 Main features

Features

Validity Period, the SMS Mailer supports the usage of the validity period allowing to cancel the delivery of a message if necessary.

Customization of the message per recipient, you can send one SMS message to all recipients or define one specific message per recipient.

Customization of the schedule/planning date, you can send all SMS messages at the same time or define a specific date and time for each SMS message.

Send mailings to contacts and/or contact groups.

SMS replies, the SMS Mailer allows you to see the SMS replies.

Powerful statistics, the SMS Mailer comes with its own reporting interface. Statistics can be retrieved also via the ***Statistic Manager*** interface *[http://stat.ringring.be]*

2.3 Limitations

Limitations

For security & performances reasons, the SMS Mailer is limited to:

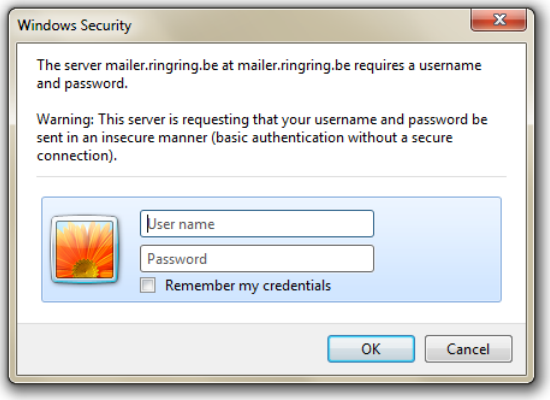
- Upload of file with a maximum size of 2.048 KB (2 MB)
- Upload of file with a maximum of 10.000 records

To upload a file containing more than 10.000 records, please contact The Ring Ring Company or split your file into several smaller files.

2.4 Starting the SMS Mailer

Login

To access the SMS Mailer, open your web browser and type the URL: http://mailer.ringring.be.
The website will require a first login known as NT access control.
This username & password is common to all users associated to a customer.

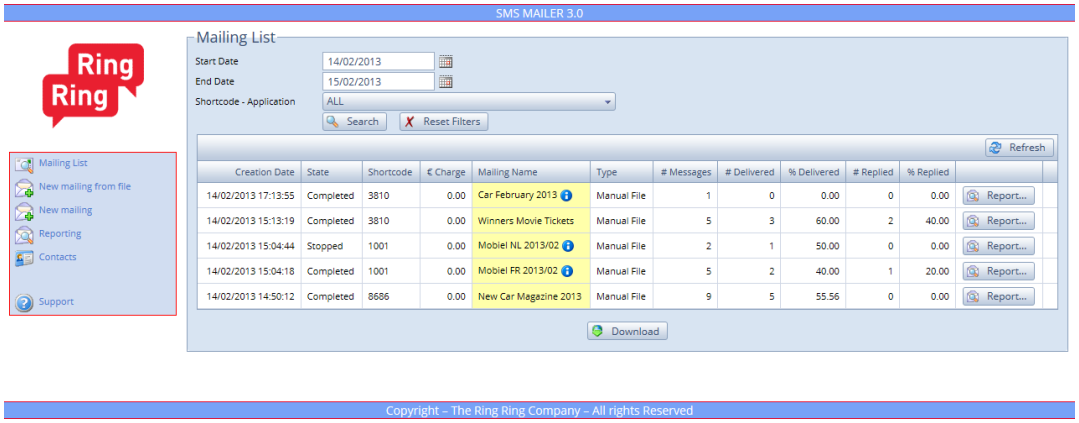

Windows Security
The server mailer.ringring.be at mailer.ringring.be requires a username and password.
Warning: This server is requesting that your username and password be sent in an insecure manner (basic authentication without a secure connection).
User name
Password
Remember my credentials
OK
Cancel

Once the first login is accepted, the web page is requesting a second username/password; this information is specific to the user accessing the SMS Mailer.

The SMS Mailer can be managed by 2 types of user: users having the right to send mailings and users having only the right to view reports. By default, The Ring Ring Company creates one user with all the rights.

Home page

When the login is successful, you will access the main web interface showing all your company's mailings and at the left side of the page the menu to navigate through the website.

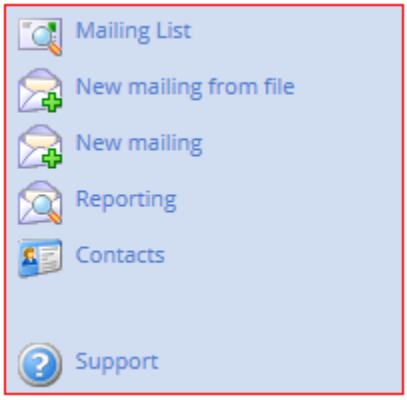

SMS MAILER 3.0
Ring Ring
Mailing List
New mailing from file
New mailing
Reporting
Contacts
Support
Mailing List
Start Date 14/02/2013
End Date 15/02/2013
Shortcode - Application ALL
Search
Reset Filters
Refresh
Creation Date | State | Shortcode | € Charge | Mailing Name | Type | # Messages | # Delivered | % Delivered | # Replied | % Replied
14/02/2013 17:13:55 | Completed | 3810 | 0.00 | Car February 2013 | Manual File | 1 | 0 | 0.00 | 0 | 0.00 | Report...
14/02/2013 15:13:19 | Completed | 3810 | 0.00 | Winners Movie Tickets | Manual File | 5 | 3 | 60.00 | 2 | 40.00 | Report...
14/02/2013 15:04:44 | Stopped | 1001 | 0.00 | Mobiel NL 2013/02 | Manual File | 2 | 1 | 50.00 | 0 | 0.00 | Report...
14/02/2013 15:04:18 | Completed | 1001 | 0.00 | Mobiel FR 2013/02 | Manual File | 5 | 2 | 40.00 | 1 | 20.00 | Report...
14/02/2013 14:50:12 | Completed | 8686 | 0.00 | New Car Magazine 2013 | Manual File | 9 | 5 | 55.56 | 0 | 0.00 | Report...
Download
Copyright – The Ring Ring Company - All rights Reserved

3 Working with SMS Mailing

3.1 Creating a mailing via the web interface

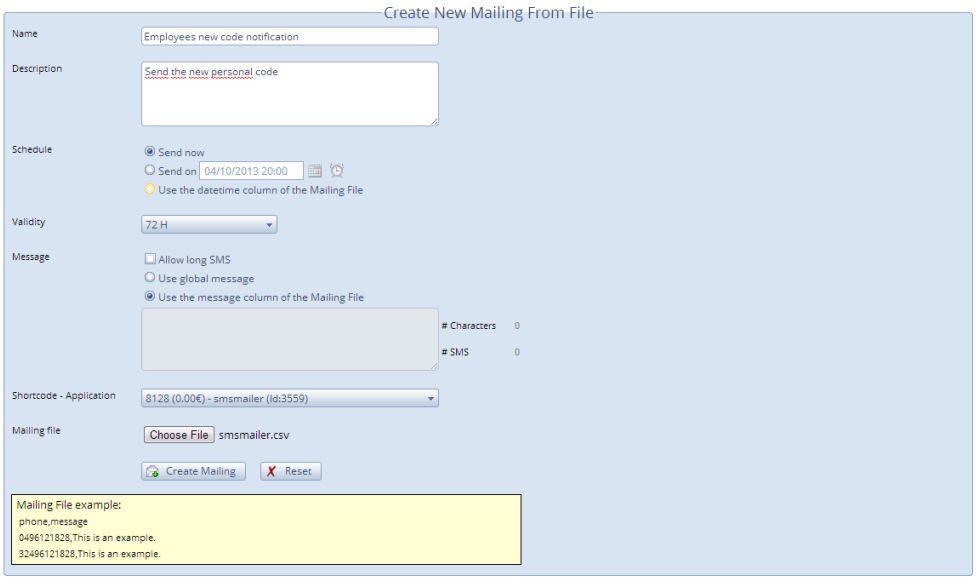
Main menu

To create a new mailing via the SMS Mailer web interface, go to the left menu and select "***New mailing from file***" or "***New mailing***".



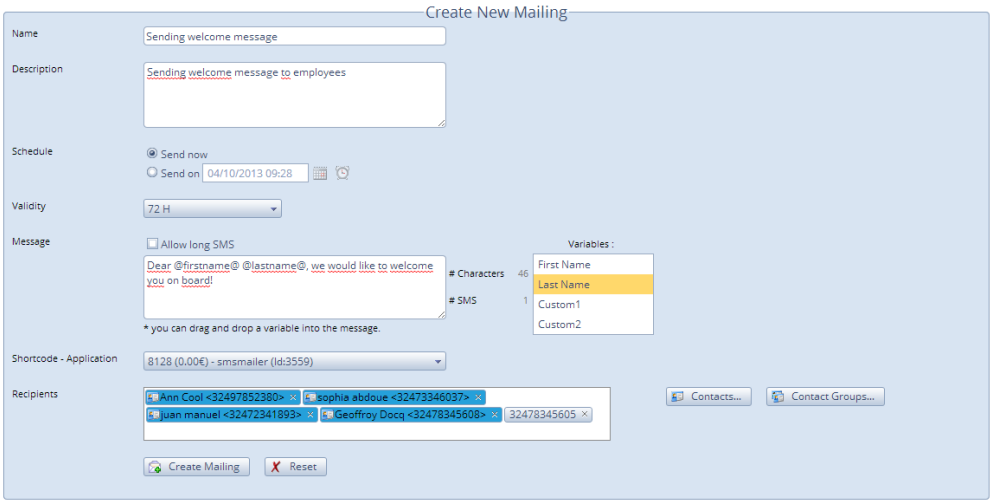
New mailing from file

A new page will be displayed as the following if "New mailing from file" is selected. The form in conjunction with your mailing file (containing recipients) is used to configure the SMS mailing. The mailing file is explained later in this chapter.



New mailing

A new page will be displayed as the following if "New mailing" is selected.



Name

The name is used to identify the mailing, we recommend to our customer to use an unique name for each mailing. This parameter is mandatory.

Description

The description is used to document the mailing. This parameter is not mandatory.

Schedule

You can define when to send the mailing.

By selecting the radio button labeled "***Send now***": all messages are sent directly.

Several options are available to schedule messages in the future: to decide if all messages must be sent at the same time or if a specific date and time must be used for each SMS message.

By selecting the radio button labeled "***Send on***", you decide to send all the messages at the same moment. Then you can specify the exact date and hour when the SMS mailing must be sent.

By selecting the radio button labeled "***Use the datetime column of the Mailing File***" then you have to configure your mailing file with the date & time to use for sending the message (see chapter 3.4 Mailing file format).

Validity

The validity period defines the numbers of hours a message remains valid.
This option is useful when the mobile device of the end-user is switched off.

The validity period is only supported by Mobistar & KPN Group Belgium (BASE).

Message

The message allows you to define the SMS message to send.
You can define the same message for all recipients or use a unique message for each recipient.

To configure a SMS mailing with the same message for all recipients, select the radio button "***Use global message***" and then type in your SMS message.
A counter displays the number of characters; the maximum length of a SMS message is 160 characters if the checkbox "***Allow long SMS***" is not checked or 765 characters (5 SMS) if it is checked.
If you select the radio button "***Use the message column of the Mailing File***" then you have to configure your mailing file with the message to send for each recipient (see chapter 3.4 Mailing file format).
When sending a mailing to contacts and/or contact groups, the message textbox becomes a template that accepts four variables: First Name, Last Name, Custom1 & Custom2. Each variable will be replaced by the corresponding attribute of the contact. To insert a variable into the message textbox, you can drag a variable from the variable list and drop it to the message textbox, or you can type directly the variable in the message textbox. The possible variables are: @firstname@, @lastname@, @custom1@ and @custom2@.

Shortcode & Application

The list displayed in the "***Shortcode – Application***" is used to provide the list of available shortcodes and applications.
A shortcode is a premium SMS number; the charge is always displayed and provides you the information about the price that the end-user will pay when receiving the SMS.
Please take note that a charge of 0.00€ means a free message for the end-user.

The Ring Ring Company offers you also the possibility to setup more than one SMS Mailer.
This is very helpful if you have to create mailing for your own sub-customers.
Applications are used by the ***Statistics Manager*** to provide detailed statistics.

Just pick up the shortcode and application that must be used for sending the messages.

Mailing file

The Mailing file allows you to upload the list of recipients.
To help you on this matter, the web interface displays directly the structure of the file you should upload depending on the planning date and the message.
By clicking on the "***Browse***" button, you can access file on your disk or network; then select the file to upload and click open.
For more details about the Mailing file (file type, format, content …), please refer to the chapter 3.4 Mailing file format.

Recipients

The "***Recipients"*** field allows you to define the list of recipients. A recipient can be a phone number, a contact or a contact group.

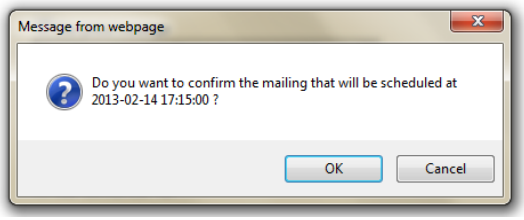
To enter a phone number, just type it in national format (0478345601) or international format (32478345602). To select a contact of your address book, you can search it by typing his phone number, his first name or his last name or you can select it by clicking on the button "Contacts…". To select a contact group of your address book, you can search it by typing its name or you can select it by clicking on the button "Contact Groups…".

To unselect a contact or a contact group, click on the cross on the right of the contact or contact group.

If a selected contact belongs to a selected contact group, only one message will be sent to the selected contact.

Confirm operation

To confirm the mailing, press the button "***Create Mailing***".
A confirmation dialog box will be displayed to confirm your request.



Click on the "***Yes***" button to proceed or "***No***" to cancel the mailing.

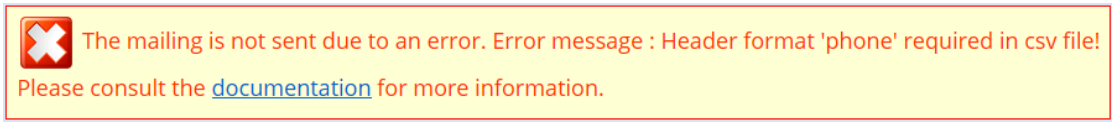
By confirming the mailing, the SMS Mailer will proceed with your uploaded mailing file.
If no errors are detected by the SMS Mailer then the message "***Mailing was created successfully***" is displayed.
In case of errors detected in the mailing file by the SMS Mailer, the list of errors is displayed.
For more details about managing errors, consult chapter 3.2 Dealing with wrong mailing file.

3.2 Dealing with wrong mailing file

Wrong file

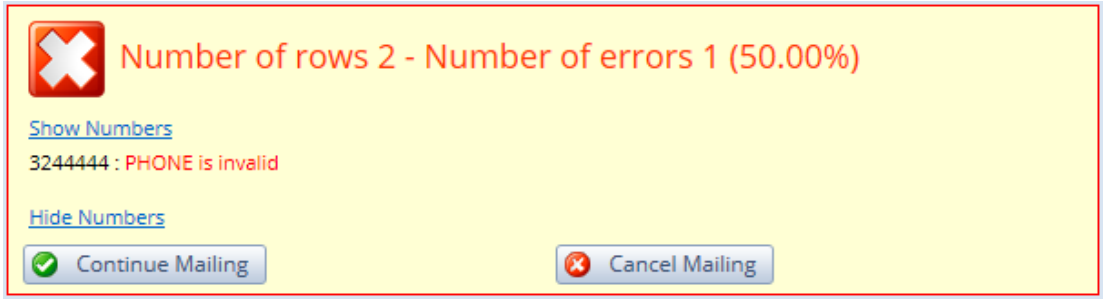
When uploading a new mailing file, the SMS Mailer will check the validity of the file.
If the mailing file is not manageable by the SMS Mailer, a general error will be displayed explaining the error detected. Then you have to correct your file and fix the issue before reloading the file.

Here is one example of error if the header of the file is not well formatted.


The mailing is not sent due to an error. Error message : Header format 'phone' required in csv file!
Please consult the documentation for more information.

Wrong data

It can happen than the mailing file contains a few errors in the data, for example some phone numbers don't have the right format (national nor international).
In this case, the SMS Mailer will allow you to proceed with the rest of the mailing file.
You have the possibility to view the list of errors detected; and also decide if you want to continue with the rest of the file or cancel it.



In the example above, the number of wrong lines in the mailing file is equal to 1 and then 50% of your mailing will not be sent.
For each wrong line in the file, the SMS Mailer provides you the reason of the error.
In this case the ***phone number*** is not correct (not a Belgian national nor international phone number)

3.3 Creating a mailing via FTP

Overview

To be able to create a mailing via FTP, you first need to ask The Ring Ring Company to setup an FTP account. You can choose between FTP, SFTP and FTPS.

To create a mailing, you have to log on your FTP account and put a file in a specific folder. That file contains the recipients that will receive an SMS. For more details about the format of the file, please refer to the chapter 3.4 Mailing file format.

Processing

As soon as the file is created, it is moved to an internal folder for later processing. Each 5 minutes, a mailing will be created for every file found in that internal folder.

By default, only files whose name matches the pattern *"*.csv"* will be processed. Please ask The Ring Ring Company if you want to use another pattern.

For security reasons, a file is not processed if its name has already been used by a previous mailing. So please provide a unique name to your files.

On Success

If the mailing is successfully created, an email is sent to a list of recipients that you can define. The email contains a summary of the mailing with the following information:

- File name
- Number of records (# of messages)
- Number of SMS messages sent (# of messages OK)
- Number of invalid records (# of messages NOK)

Example:

New FTP SMS file received and imported.

File name:myfile-20130214.csv
# of messages:123
# of messages OK:100
# of messages NOK:23
You can view the messages and status of sending on the SMS Mailer website.

Regards,

CUSTOMER SERVICE
coordination@ringring.be

THE RING RING COMPANY

2/F, Culliganlaan - 1831 - Diegem - Belgium

Tel: +32 (0)2 502 85 00
Fax: +32 (0)2 502 76 07

The file used to create the mailing is also attached to the email. The last column indicates whether the record was valid or not. The possible values are:

- *"Message cannot be empty."*
- *"Message is too long (161 characters). Maximum value is 160 characters."*
- *"Invalid msisdn."*
- *"Invalid datetime."*
- *"error"*
- *"ok"*

On Error

If the format of the file is invalid, no SMS is sent and an email is sent to a list of recipients that you can define. After you corrected your file, you can resend it. Note that it's not necessary to rename it because the file was not considered as processed.

If an unexpected error occurs, no SMS is sent and an email is sent to a list of recipients that you can define. You don't have to resend your file because it will be processed 5 minutes later.

Folders & Parameters

You can have as many folders as you want. Each one of them determines the parameters of the mailing: which shortcode to use, whether the "Do Not Call" list is used or not, etc. Please provide to The Ring Ring Company the number of folders you want, their name and their parameters.

The possible parameters linked to a folder are:

- The shortcode to use
- The validity period (i.e. the numbers of hours the SMS message remains valid)
- The search pattern used to find the mailing files. Only one wildcard character (i.e. the character *"*"*) is accepted (example: *"myfile-*.csv"*)
- The pattern used to set the name of the mailing. That pattern must contain 1 variable which will be replaced by the part of the filename that matched the wildcard character of the search pattern.
  Example:
  - For a mailing with a filename *"myfile-20130214.csv"* and a search pattern *"myfile-*.csv",* the pattern *"Mailing @FileNameVariablePart@"* will set the name of the mailing to "*Mailing 20130214"*
- The recipients of the mail to be sent when a mailing is successfully created.
- The recipients of the mail to be sent when an error occurs

3.4 Mailing file format

Overview

Specific rules regarding the format and content of the mailing file must be respected in order to send a SMS mailing.

- The file must be a text flat file.
- The file extension must be CSV (Comma Separated Values).
- Fields in the file must be separated by a comma.
- Records (lines) are separated by a carriage return.
- The file must be created by a Microsoft Windows system (UNIX file are not supported).
- The header (first line in the file) is mandatory.

Header

The header (first line of file) is used by the SMS Mailer to validate the data of the file.
The header can have different values, these values depends on the configuration of the SMS mailing.
The correct header to use is displayed automatically when configuring the SMS mailing.
The table below summarize for each case, the correct header to use.

Header	Send now	Send on	Use global message	FTP	Description
phone	Yes	No	Yes	No	The SMS message is the same for all recipients and the mailing is sent directly.
phone	No	Yes	Yes	No	The SMS message is the same for all recipients and the mailing will be sent at the date specified in the schedule.
phone,message	Yes	No	No	No	The SMS message is different for all recipients and the mailing is sent directly.
phone,message	No	Yes	No	No	The SMS message is different for all recipients and the mailing will be sent at the date specified in the schedule.
phone,datetime	No	No	Yes	No	The SMS message is the same for all recipients and each message of the mailing will be sent at the date specified in the mailing file.
phone,datetime, message	No	No	No	Yes	The SMS message is different for all recipients and each message of the mailing will be sent at the date specified in the mailing file.

Data

The data following the header must be in the same format than the header itself.

phone is the mobile phone of the end-user you want to send an SMS, the phone number must be in national (0478345601) or international format (32478345602).

datetime is a valid date & time in the following format : ***YYYY-MM-DD HH:MM:SS***; where :

- YYYY-MM-DD (YYYY = year, MM = month, DD = date)
- HH:MM:SS (HH = hour, MM = minute, SS = second)

message is the SMS message you want to send to the end-user.

Examples

Here are 3 examples of mailing file content.

Example 1: "***Send now***" and "***Use global message***" are selected.
Then the SMS message is sent directly to all recipients of the mailing file with the same SMS content.

```
phone
32478345601
32478345602
```

Example 2: Only "***Send on***" is selected.
Then the SMS message is sent at the date & time specified in the configuration and each SMS can have a different content defined in the mailing file.

```
phone,message
32478345601,Hello John Doo
32478345601,Hello Jack Smith
```

Example 3: Mailing is created via FTP.
Then each SMS can have a different content and a different schedule date which are defined in the mailing file.

```
phone,datetime,message
32478345601,2013-02-14 10:11:12,Hello John Doo
32478345601,2013-02-14 13:14:15,Hello Jack Smith
```

4 Contacts & contact groups

Overview

You have the possibility to send an SMS mailing to contacts and/or contact groups.
To do that you will have first to create your contacts and your contact groups.

Contacts are identified by their phone number. Amongst other information, you can give them a first name and a last name that allow you to easily find them.
This information can also be used to personalize the message of your SMS mailing.

Contact groups are used to classify your contacts.

Updating or deleting a contact or a contact group has no effect on the SMS mailings concerned by those contacts or groups that are scheduled!

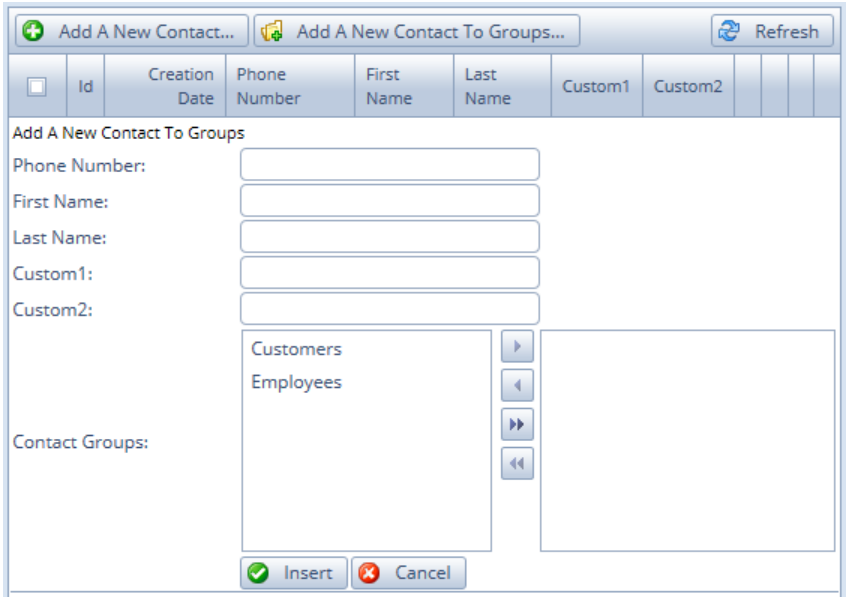
4.1 Contacts

To manage your contacts, click on the link "Contacts" of the left menu.

4.1.1 Add contacts

Add a contact

To add a contact, click on the button "Add A New Contact...".
To add a contact and add it to one or more contact groups in one single operation, click on the button "Add A New Contact To Groups...".



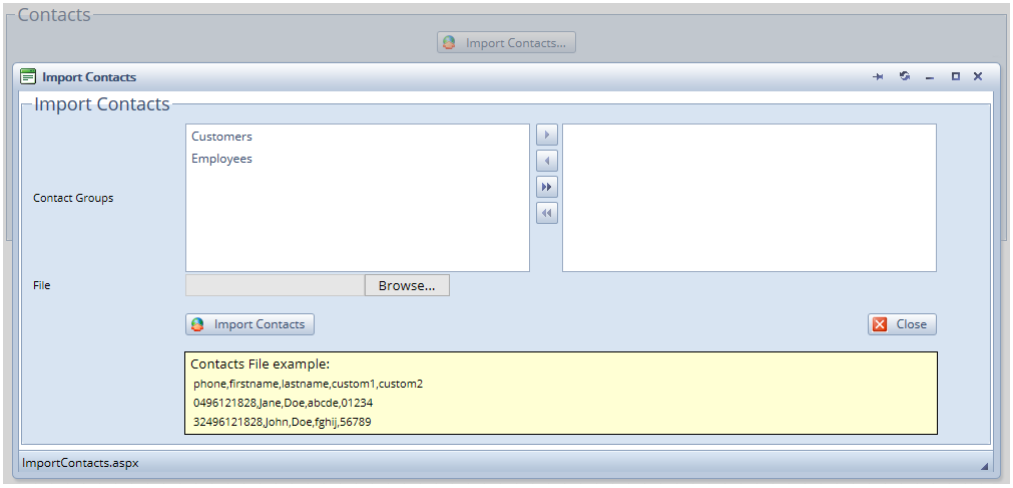
Fill the form and then click on the button "Insert" to add your contact. Click on the button "Cancel" if you want to cancel the operation.

Here are the fields you can provide to describe your contact:

- Phone Number:
  It's the mobile phone number that uniquely identifies your contact. This field is mandatory and must be provided in one of the two following formats: Belgian local format (ex: 0470123456) or international format (ex: 32470123456).
- First Name:
  It's the first name of your contact. This field is optional and can't contain more than 50 characters.
- Last Name:
  It's the last name of your contact. This field is optional and can't contain more than 50 characters.
- Custom1:
  This field has no special meaning. You are free to use it for any purpose. This field is optional and can't contain more than 50 characters.
- Custom2:
  This field has no special meaning. You are free to use it for any purpose. This field is optional and can't contain more than 50 characters.
- Contact Groups:
  This field is split into two parts: from left to right, a list that contains all your contact groups and a list that contains all the contact groups to which the contact will be added. To select a contact group, click on its name and click on the button with one right arrow. To select all the contact groups, click on the button with two right arrows. To unselect a contact group, click on the button with one left arrow. To unselected all the contact groups, click on the button with two left arrows.

Add multiple contacts via a file and add them to one or more contact groups

To add multiple contacts and add them to one or more contact groups in one single operation, click on the button "Import Contacts…".



Here you will have to provide the contact groups to which all the contacts will be added and a file that contains all your contacts.

Here are the fields you have to provide:

- Contact Groups:
  This field is split into two parts: from left to right, a list that contains all your contact groups and a list that contains all the contact groups to which the contacts will be

added. To select a contact group, click on its name and click on the button with one right arrow. To select all the contact groups, click on the button with two right arrows. To unselect a contact group, click on the button with one left arrow. To unselected all the contact groups, click on the button with two left arrows.

- File:
  This field corresponds to the file that contains the contacts to add.
  If the file contains a contact that already exists (i.e. a contact with the same phone number), the existing contact will be updated.

  Here are its specifications:
  - Format:
    CSV file.
  - Encoding:
    Windows-1252.
  - Column delimiters:
    Comma (character ",") or semicolon (character ";").
  - Maximum number of lines:
    10000
  - Maximum size:
    2Mb
  - Header (i.e. first line with column names):
    The header is mandatory.
    Column names are case insensitive.
    The order of the columns does not matter.
    Unknown columns are not authorized.
    A column can appear only once.
    Some columns are optional. If an optional column is not provided and the contact already exists, the corresponding information of the existing contact will not be updated.

    Here are the possible columns:
    - Phone Number:
      The accepted column names are "phone", "phone number" & "msisdn".
      This column corresponds to the mobile phone number that uniquely identifies your contact. This column is mandatory and must be provided in one of the following two formats: Belgian local format (ex: 0470123456) or international format (ex: 32470123456).
    - First Name:
      It's the first name of your contact. This column is optional and can't contain more than 50 characters.
    - Last Name:
      It's the last name of your contact. This column is optional and can't contain more than 50 characters.
    - Custom1:
      This column has no special meaning. You are free to use it for any purpose. This column is optional and can't contain more than 50 characters.
    - Custom2:
      This column has no special meaning. You are free to use it for any purpose. This column is optional and can't contain more than 50 characters.

When the processing of the file is done and there is no error, a window will open and tell you how many contacts have been imported.

In case of errors, you will be able to download a file that will help you find and correct the erroneous records. To download that file, click on the link "download".

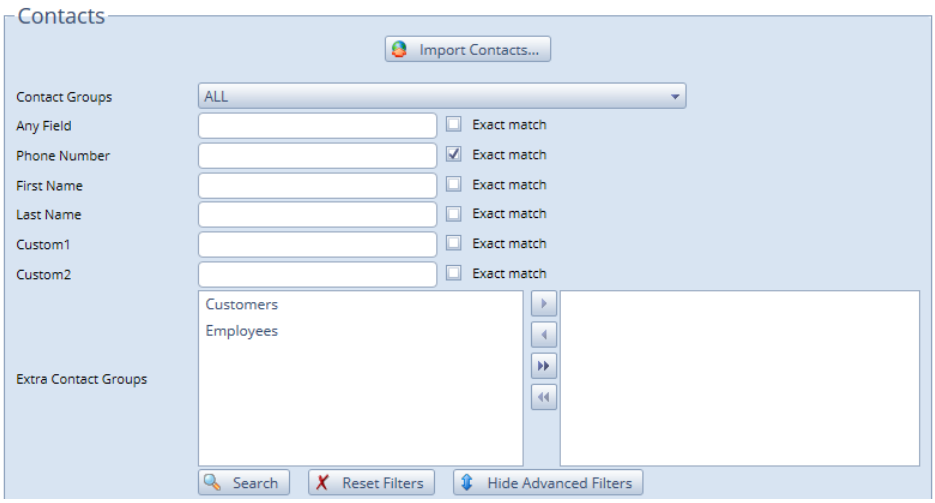
Here are the specifications of the file:

- Format:
  CSV file.
- Encoding:
  Windows-1252.
- Column delimiters:
  Comma (character ",").
- Header (i.e. first line with column names):
  The columns are:
  - PHONE:
    This column is a copy of the "Phone Number" column of your contact file.
  - FIRSTNAME:
    This column is a copy of the "First Name" column of your contact file. This column is not present if there was no column "First Name" in your contact file.
  - LASTNAME:
    This column is a copy of the "Last Name" column of your contact file. This column is not present if there was no column "Last Name" in your contact file.
  - CUSTOM1:
    This column is a copy of the "Custom1" column of your contact file. This column is not present if there was no column "Custom1" in your contact file.
  - CUSTOM2:
    This column is a copy of the "Custom2" column of your contact file. This column is not present if there was no column "Custom2" in your contact file.
  - STATUS:
    This column indicates if the contact has been imported or not and the reason(s) why it has not been imported.
    If the contact has been imported, the value is "OK", otherwise the value is a list of error codes separated by " + ".
    Here are the possible error codes and their explanation:

Error Code	Explanation
PHONE is invalid	The column "Phone Number" of your contact file does not contain a valid mobile phone number.
FIRSTNAME is too long	The column "First Name" of your contact file contains more than 50 characters.
LASTNAME is too long	The column "Last Name" of your contact file contains more than 50 characters.
CUSTOM1 is too long	The column "Custom1" of your contact file contains more than 50 characters.
CUSTOM2 is too long	The column "Custom2" of your contact file contains more than 50 characters.

4.1.2 Find contacts

To find one or more contacts, fill the search form at the top of the page and then click on the button "Search".



Here are the fields available in the search form:

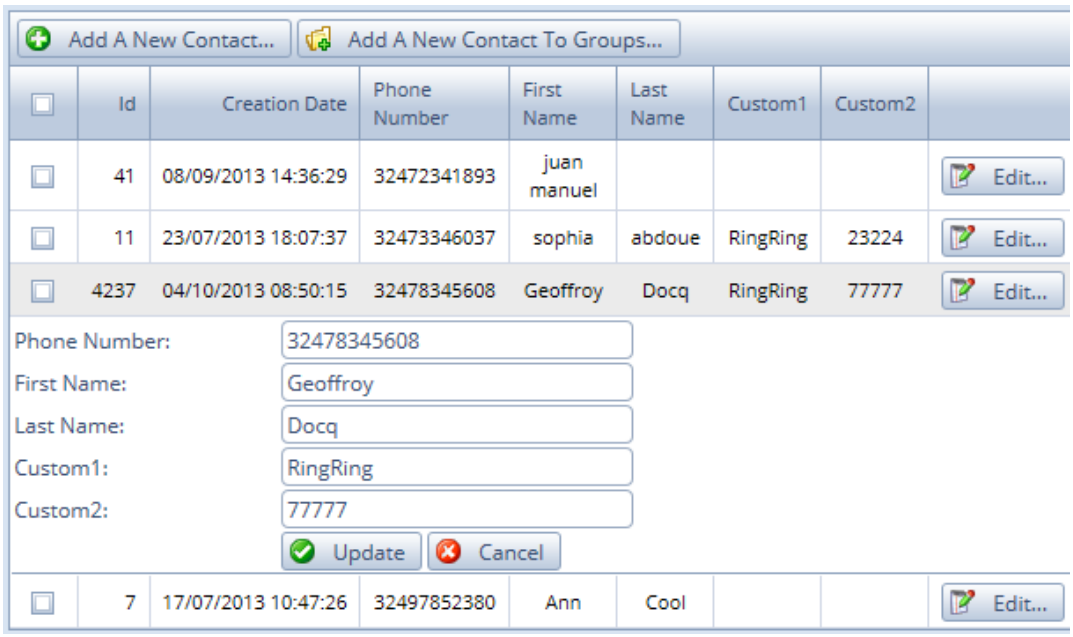
- Contact Groups:
  If the item "ALL" is selected, all the contacts will be returned. If the item "ANY" is selected, the returned contacts will be those who belong to any contact group. If the item "NONE" is selected, the returned contacts will be those who don't belong to any contact group. If the selected item corresponds to a contact group, the returned contacts will be those who belong to that contact group.
- Any Field:
  If filled, the returned contacts will be those whose phone number, first name, last name, custom1 OR custom2 attribute contains the entered value.
- Phone Number:
  If filled, the returned contacts will be those whose phone number contains the entered value.
- First Name:
  If filled, the returned contacts will be those whose first name contains the entered value.
- Last Name:
  If filled, the returned contacts will be those whose last name contains the entered value.
- Custom1:
  If filled, the returned contacts will be those whose custom1 attribute contains the entered value.
- Custom2:
  If filled, the returned contacts will be those whose custom2 attribute contains the entered value.
- Extra Contact Groups:
  This field is split into two parts: from left to right, a list that contains all your contact groups and a list that contains all the contact groups in which the contacts will be searched. To select a contact group, click on its name and click on the button with one right arrow. To select all the contact groups, click on the button with two right

arrows. To unselect a contact group, click on the button with one left arrow. To unselected all the contact groups, click on the button with two left arrows.

Remark: If the checkbox "Exact match" is checked, the returned contacts will be those whose concerned field matches exactly the entered value. Otherwise, the returned contacts will be those whose concerned field contains the entered value.

4.1.3 Edit a contact

To edit a contact, click on the button "Edit...".



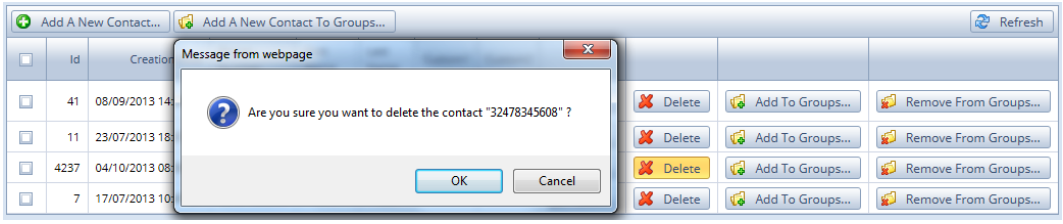
Fill the form and then click on the button "Update" to update your contact. Click on the button "Cancel" if you want to cancel the operation.

Here are the fields you can update:

- Phone Number:
  It's the mobile phone number that uniquely identifies your contact. This field is mandatory and must be provided in one of the following two formats: Belgian local format (ex: 0470123456) or international format (ex: 32470123456).
- First Name:
  It's the first name of your contact. This field is optional and can't contain more than 50 characters.
- Last Name:
  It's the last name of your contact. This field is optional and can't contain more than 50 characters.
- Custom1:
  This field has no special meaning. You are free to use it for any purpose. This field is optional and can't contain more than 50 characters.
- Custom2:
  This field has no special meaning. You are free to use it for any purpose. This field is optional and can't contain more than 50 characters.

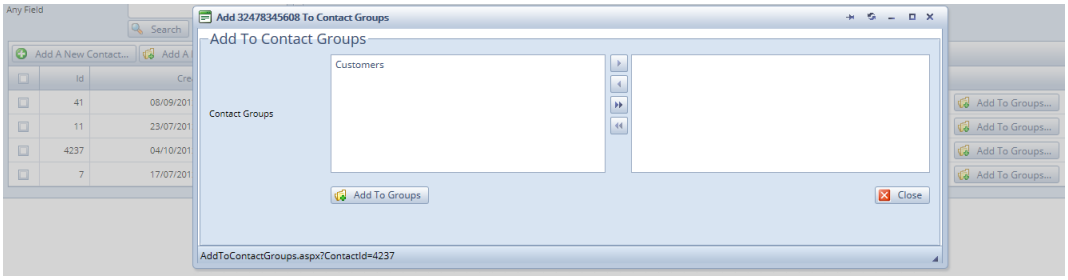
4.1.4 Delete a contact

To delete a contact, click on the button "Delete". A window will open to ask you to confirm or to cancel the operation. Click on the button "OK" to confirm the deletion of the contact or click on the button "Cancel" to cancel the operation.



4.1.5 Add a contact to one or more contact groups

To add an existing contact to one or more contact groups, click on the button "Add To Groups…".



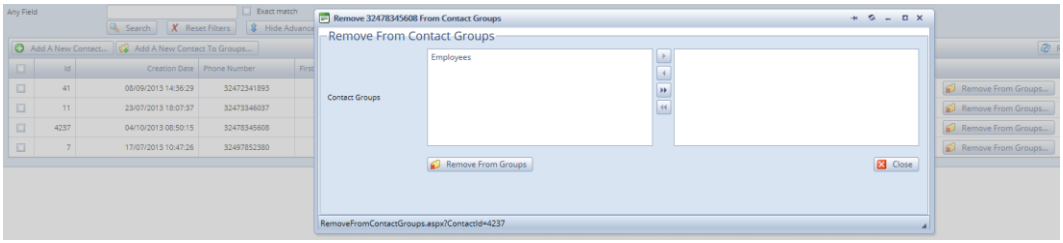
Fill the form and then click on the button "Add To Groups" to add your contact to the selected contact groups. Click on the button "Close" to close the window.

Here is the field you have to provide:

- Contact Groups:
  This field is split into two parts: from left to right, a list that contains all your contact groups and a list that contains all the contact groups to which the contact will be added. To select a contact group, click on its name and click on the button with one right arrow. To select all the contact groups, click on the button with two right arrows. To unselect a contact group, click on the button with one left arrow. To unselected all the contact groups, click on the button with two left arrows.

4.1.6 Remove a contact from one or more contact groups

To remove an existing contact from one or more contact groups, click on the button "Remove From Groups…".



Fill the form and then click on the button "Remove From Groups" to remove your contact from the selected contact groups. Click on the button "Close" to close the window.

Here is the field you have to provide:

- Contact Groups:
  This field is split into two parts: from left to right, a list that contains all your contact groups and a list that contains all the contact groups from which the contact will be removed. To select a contact group, click on its name and click on the button with one right arrow. To select all the contact groups, click on the button with two right arrows. To unselect a contact group, click on the button with one left arrow. To unselected all the contact groups, click on the button with two left arrows.

4.1.7 Perform operations on multiple contacts

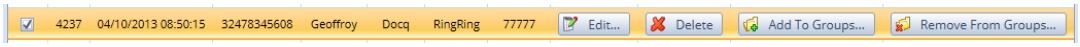
Select the contacts

To perform an operation on multiple contacts, you first have to select the contacts.

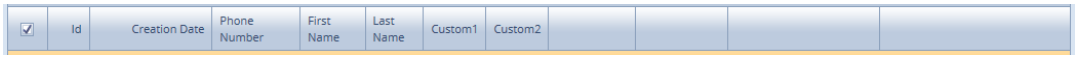
When a contact is selected, the color of the concerned row is changed to orange. When a contact is unselected, the color is changed back to white.

A counter with the number of selected contacts is displayed at the bottom of the grid
There are three ways to select the contacts.

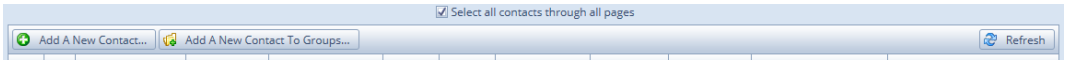
Select a single contact
Check the checkbox that appears in the first column of the row concerned by the contact you want to select. Uncheck it to unselect the contact.



Select all the contacts that are visible on the current page
Check the checkbox that appears in the first column of the header row (i.e. the very first row that contains the column names). Uncheck it to unselect all the contacts that are visible on the current page.

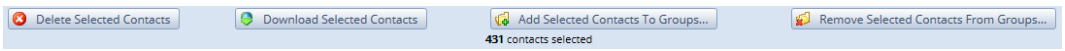


Select all the contacts that match your search criteria
Check the checkbox "Select all contacts through all pages" to select all the contacts that match your search criteria. Uncheck it to unselect all the contacts.



Operations

When contacts are selected, four buttons appear at the bottom of the grid. Each one of them corresponds to an operation you can perform on the selected contacts.



Here are the four operations.

Delete selected contacts
Click on the button "Delete Selected Contacts" to delete the contacts you have selected. A window will open to ask you to confirm or to cancel the operation. Click on the button "OK" to confirm the deletion of the selected contacts or click on the button "Cancel" to cancel the operation.

Download selected contacts
Click on the button "Download Selected Contacts" to download the contacts you have selected.

Add selected contacts to one or more contact groups

Click on the button "Add Selected Contacts To Groups…" to add the contacts you have selected to one or more contact groups.
Fill the form and then click on the button "Add To Groups" to add your selected contacts to the selected contact groups. Click on the button "Close" to close the window.

Here is the field you have to provide:

- Contact Groups:
  This field is split into two parts: from left to right, a list that contains all your contact groups and a list that contains all the contact groups to which the selected contacts will be added. To select a contact group, click on its name and click on the button with one right arrow. To select all the contact groups, click on the button with two right arrows. To unselect a contact group, click on the button with one left arrow. To unselected all the contact groups, click on the button with two left arrows.

Remove selected contacts from one or more contact groups

Click on the button "Remove Selected Contacts From Groups…" to remove the contacts you have selected from one or more contact groups.
Fill the form and then click on the button "Remove From Groups" to remove your selected contacts to the selected contact groups. Click on the button "Close" to close the window.

Here is the field you have to provide:

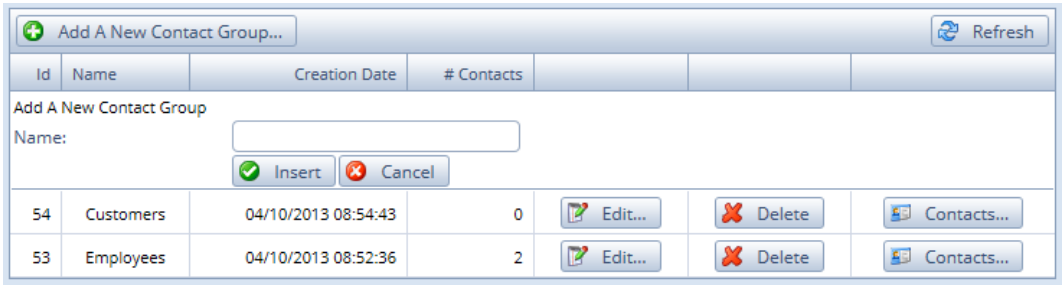
- Contact Groups:
  This field is split into two parts: from left to right, a list that contains all your contact groups and a list that contains all the contact groups from which the selected contacts will be removed. To select a contact group, click on its name and click on the button with one right arrow. To select all the contact groups, click on the button with two right arrows. To unselect a contact group, click on the button with one left arrow. To unselected all the contact groups, click on the button with two left arrows.

4.2 Contact groups

To manage your contact groups, click on the link "Contacts" of the left menu and then click on the link "Contact Groups" on the top left of the page.

4.2.1 Add a contact group

To add a contact group, click on the button "Add A New Contact Group...".



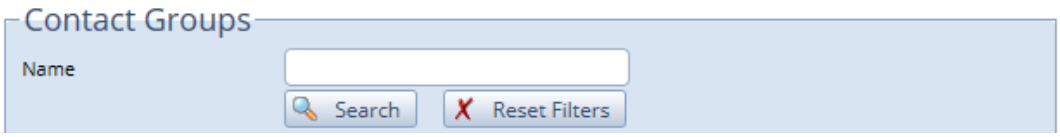
Fill the form and then click on the button "Insert" to add your contact group. Click on the button "Cancel" if you want to cancel the operation.

Here is the field you have to provide:

- Name:
  It's the name of your contact group. This field is mandatory and can't contain more than 50 characters.

4.2.2 Find contact groups

To find one or more contact groups, fill the search form at the top of the page and then click on the button "Search".

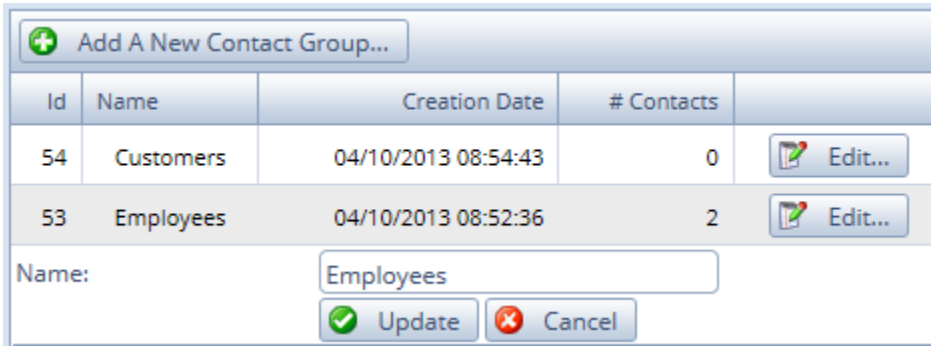


Here is the field available in the search form:

- Name:
  If filled, the contact groups returned will be those whose name contains the entered value.

4.2.3 Edit a contact group

To edit a contact group, click on the button "Edit...".



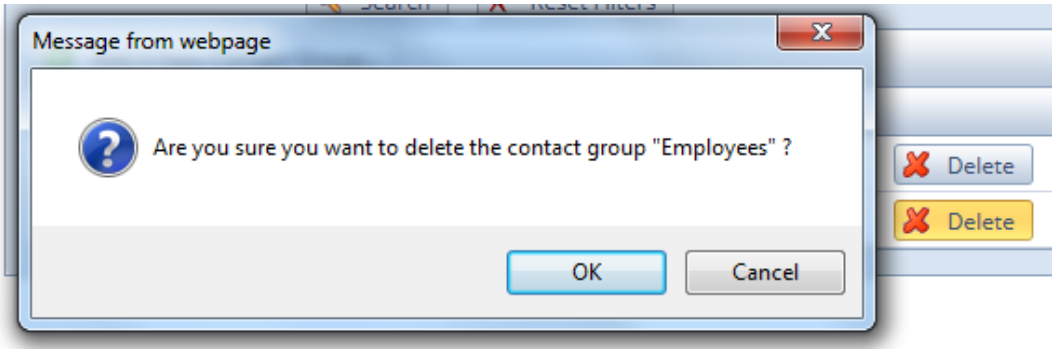
Fill the form and then click on the button "Update" to update your contact group. Click on the button "Cancel" if you want to cancel the operation.

Here is the field you can update:

- Name:
  It's the name of your contact group. This field is mandatory and can't contain more than 50 characters.

4.2.4 Delete a contact group

To delete a contact group, click on the button "Delete". A window will open to ask you to confirm or to cancel the operation. Click on the button "OK" to confirm the deletion of the contact group or click on the button "Cancel" to cancel the operation.



Remark: The contacts that belong to a contact group will be not be deleted if it is deleted.

5 Reporting

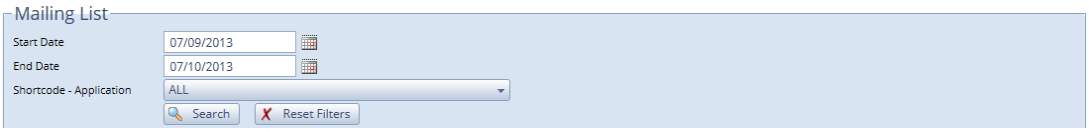
5.1 Browsing list of mailings

Overview

Once you login on the SMS Mailer interface, the list of mailings is displayed by default. This list of mailings is also accessible via the main menu on the left "***Mailing List***".

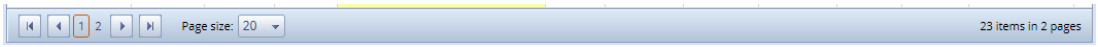
Filter list

A quick filter enables the possibility to reduce the list of mailings visible on the screen. By defining a date range and/or by specifying the "Shortcode – Application".



Navigation

Once the number of SMS mailing to display cannot be shown on one page, a navigation grid is available to browse the list of mailing.



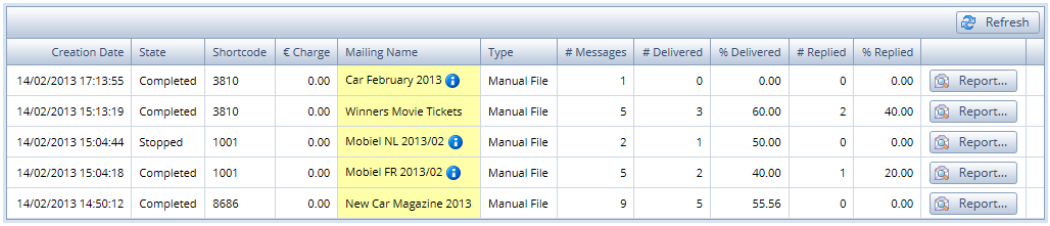
Mailing list

The list of mailings is displayed with some information:

- the creation date of the mailing
- the state (providing information about the progress of the mailing)
- the shortcode used
- the charge of the shortcode
- the name of the mailing (optionally followed by the description of the mailing)
- the type of mailing: Manual, Manual File or FTP
- the number of messages (# Messages)
- the number of delivered messages (# Delivered)
- the percentage of message delivered (compared to the number of messages)
- the number of replies (# Replied)
- the percentage of replies (compared to the number of messages)
- a set of possible actions

The list of mailing can be sorted by clicking on the table header (text in blue and underlined).

The mailing list appears as the following.


Refresh
Creation Date
State
Shortcode
€ Charge
Mailing Name
Type
Messages
Delivered
% Delivered
# Replied
% Replied
14/02/2013 17:13:55 Completed 3810 0.00 Car February 2013 Manual File 1 0 0.00 0 0.00 Report...
14/02/2013 15:13:19 Completed 3810 0.00 Winners Movie Tickets Manual File 5 3 60.00 2 40.00 Report...
14/02/2013 15:04:44 Stopped 1001 0.00 Mobiel NL 2013/02 Manual File 2 1 50.00 0 0.00 Report...
14/02/2013 15:04:18 Completed 1001 0.00 Mobiel FR 2013/02 Manual File 5 2 40.00 1 20.00 Report...
14/02/2013 14:50:12 Completed 8686 0.00 New Car Magazine 2013 Manual File 9 5 55.56 0 0.00 Report...

State

The state of a mailing indicates the progress or state of the SMS mailing.
"***Running***" means the mailing is being sent.
"***Completed***" means the mailing is done, all messages were sent.
"***Stopped***" means the mailing is stopped (see "***Stop mailing***" below).
"***Scheduled***" means the mailing was created and scheduled in the future.
"***Not Uploaded***" means the sending of the mailing has not been confirmed or canceled.

Report

By clicking on the "***Report***" link, you have access to the reporting of the specified mailing.
The "***Reporting***" is fully explained in the chapter 5.2 Detailed report on mailings.

Stop mailing

The last action is only available when at least one message is not yet sent (because scheduled in the future), this action allows you to stop the progress of the mailing or delete it completely (in the case no messages are sent).
By clicking on "***Stop***", you can delete a mailing not yet started (this one is completely deleted from the mailing list).
If the mailing is already started but some messages are not yet sent, the action of clicking on the "***Stop***" will stop the scheduled messages.
In this case, as the mailing was already started, the mailing remains in the mailing list and reporting on the messages sent before the "Stop" operation is still accessible.

5.2 Detailed report on mailings

Overview

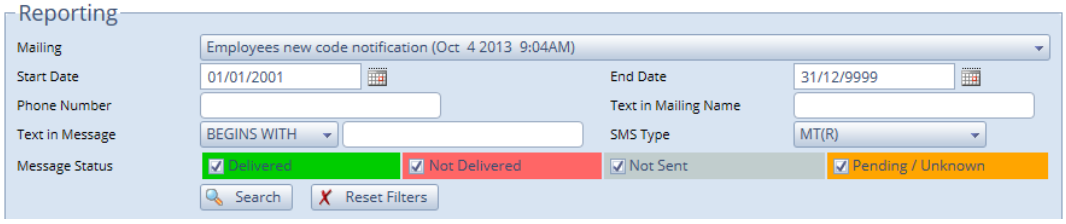
The Detailed report accessible from the "***Reporting***" menu provides information about the status of each message, the reason of undelivered messages and the SMS replies. Charts are accessible offering a quick visualization of the results.
The information is available for a specified mailing, for all mailings or for specific messages appearing in one or more mailings.
This "***Reporting***" is also accessible directly from the "***Mailing List***" by clicking on the "***Report***" link associated to a specific mailing; in this case the reporting applies only to this mailing.

The Message Status of the SMS messages is updated every 5 minutes.

Filtering report

The Filter is used to select the mailing and messages (outgoing or incoming) on which the reporting must be applied; select parameters can be used for your filtered selection:

- ***Mailing:*** Select the mailing to analyze or select "ALL" to apply the reporting on all mailings.
- ***Date:*** By selecting a date range
- ***Phone number:*** To get only messages sent to/by a specific number
- ***Text in mailing name:*** To filter only mailings containing a specific string
- ***Text in SMS Message:*** To filter only SMS messages containing a specific text.
- ***SMS Type:*** To select only outgoing messages (MT(R)) or incoming messages (MO)
- ***Message Status:*** to filter only SMS with a Message Status having a particular value.



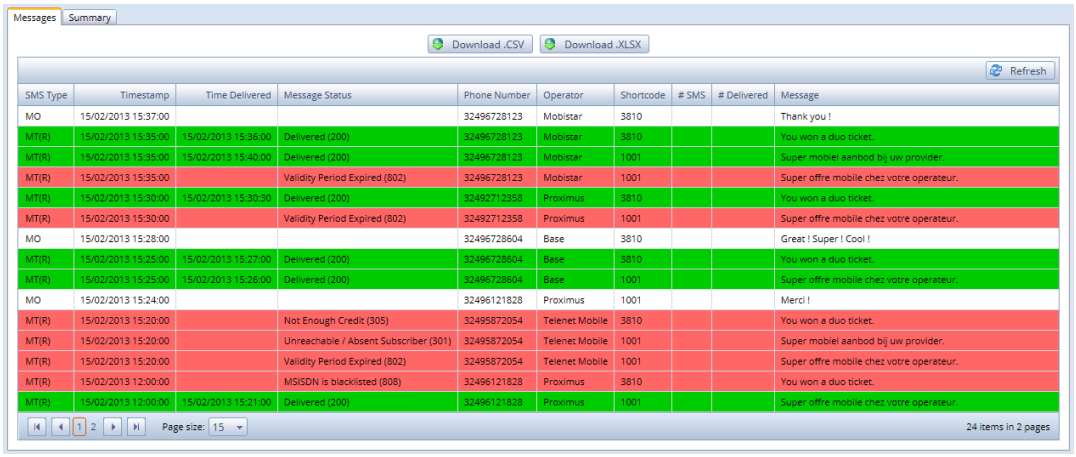
Type of reporting

When applying a filter, the list of messages appears in the tab "***Messages***".
The "***Summary***" tab allows you to access the charts and the condensed view of all messages.

5.2.1 Messages report

Overview

The "***Messages***" tab displays information for each SMS Message found when the filter is applied.



SMS Type	Timestamp	Time Delivered	Message Status	Phone Number	Operator	Shortcode	# SMS	# Delivered	Message
MO	15/02/2013 15:37:00			32496728123	Mobistar	3810			Thank you !
MT(R)	15/02/2013 15:35:00	15/02/2013 15:36:00	Delivered (200)	32496728123	Mobistar	3810			You won a duo ticket.
MT(R)	15/02/2013 15:35:00	15/02/2013 15:40:00	Delivered (200)	32496728123	Mobistar	1001			Super mobiel aanbod bij uw provider.
MT(R)	15/02/2013 15:35:00		Validity Period Expired (802)	32496728123	Mobistar	1001			Super offre mobile chez votre operateur.
MT(R)	15/02/2013 15:30:00	15/02/2013 15:30:30	Delivered (200)	32492712358	Proximus	3810			You won a duo ticket.
MT(R)	15/02/2013 15:30:00		Validity Period Expired (802)	32492712358	Proximus	1001			Super offre mobile chez votre operateur.
MO	15/02/2013 15:28:00			32496728604	Base	3810			Great ! Super ! Cool !
MT(R)	15/02/2013 15:25:00	15/02/2013 15:27:00	Delivered (200)	32496728604	Base	3810			You won a duo ticket.
MT(R)	15/02/2013 15:25:00	15/02/2013 15:26:00	Delivered (200)	32496728604	Base	1001			Super offre mobile chez votre operateur.
MO	15/02/2013 15:24:00			32496121828	Proximus	1001			Merci !
MT(R)	15/02/2013 15:20:00		Not Enough Credit (305)	32495872054	Telenet Mobile	3810			You won a duo ticket.
MT(R)	15/02/2013 15:20:00		Unreachable / Absent Subscriber (301)	32495872054	Telenet Mobile	1001			Super mobiel aanbod bij uw provider.
MT(R)	15/02/2013 15:20:00		Validity Period Expired (802)	32495872054	Telenet Mobile	1001			Super offre mobile chez votre operateur.
MT(R)	15/02/2013 12:00:00		MSISDN is blacklisted (808)	32496121828	Proximus	3810			You won a duo ticket.
MT(R)	15/02/2013 12:00:00	15/02/2013 15:21:00	Delivered (200)	32496121828	Proximus	1001			Super offre mobile chez votre operateur.

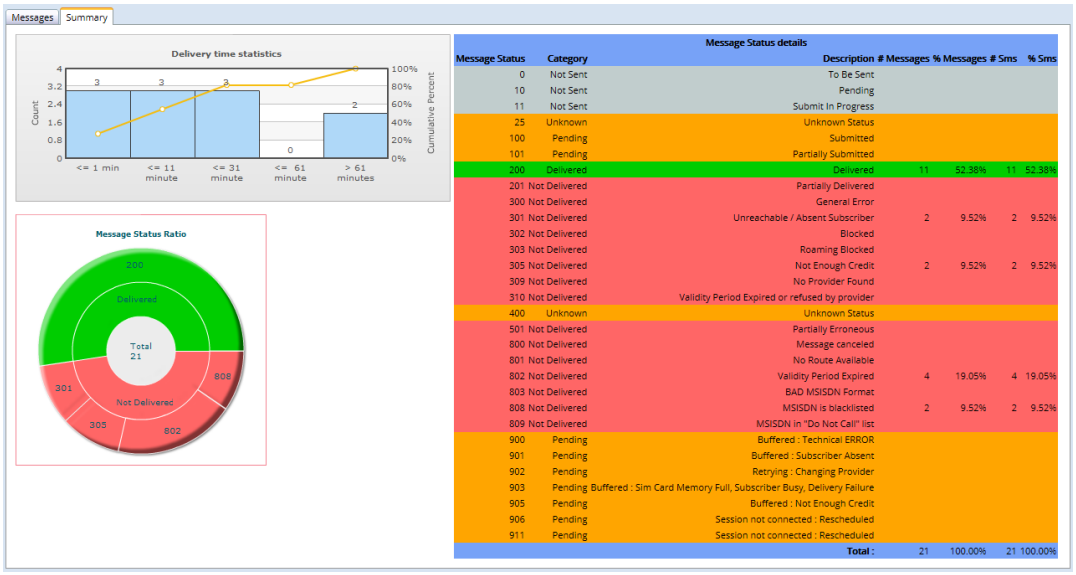
Messages are displayed in a table that can be sorted using the column header.
The information available for each message is:

- ***SMS Type**:* MT(R) (outgoing) or MO (incoming)
- ***Timestamp:*** If ***SMS Type*** is MT(R), it's the date & time when the message is scheduled. If ***SMS Type*** is MO, it's the date & time when the message was sent
- ***Time Delivered**:* it's the date & time when the delivery notification was received
- ***Message Status**:* the delivery notification of the message
- ***Phone Number**:* the phone number of the recipient
- ***Operator:*** the operator of the recipient
- ***Shortcode**:* the shortcode used to send the message
- ***# SMS:*** the number of SMS
- ***# Delivered:*** the number of delivered SMS
- ***Message**:* the message sent to the end-user

5.2.2 Summary report

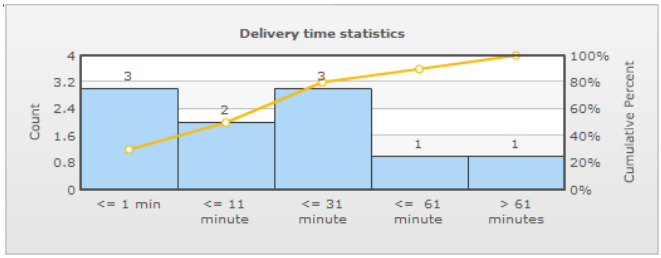
Overview

The "***Summary***" tab provides a graphical overview of the SMS messages selected when the filter is applied.


Messages
Summary
Delivery time statistics
Count
Cumulative Percent
<= 1 min
<= 11 minute
<= 31 minute
<= 61 minute
> 61 minutes
Message Status Ratio
Delivered
Not Delivered
Total 21
Message Status details
Message Status | Category | Description | # Messages | % Messages | # Sms | % Sms
0 | Not Sent | To Be Sent
10 | Not Sent | Pending
11 | Not Sent | Submit In Progress
25 | Unknown | Unknown Status
100 | Pending | Submitted
101 | Pending | Partially Submitted
200 | Delivered | Delivered | 11 | 52.38% | 11 | 52.38%
201 | Not Delivered | Partially Delivered
300 | Not Delivered | General Error
301 | Not Delivered | Unreachable / Absent Subscriber | 2 | 9.52% | 2 | 9.52%
302 | Not Delivered | Blocked
303 | Not Delivered | Roaming Blocked
305 | Not Delivered | Not Enough Credit | 2 | 9.52% | 2 | 9.52%
309 | Not Delivered | No Provider Found
310 | Not Delivered | Validity Period Expired or refused by provider
400 | Unknown | Unknown Status
501 | Not Delivered | Partially Erroneous
800 | Not Delivered | Message canceled
801 | Not Delivered | No Route Available
802 | Not Delivered | Validity Period Expired | 4 | 19.05% | 4 | 19.05%
803 | Not Delivered | BAD MSISDN Format
808 | Not Delivered | MSISDN is blacklisted | 2 | 9.52% | 2 | 9.52%
809 | Not Delivered | MSISDN in "Do Not Call" list
900 | Pending | Buffered : Technical ERROR
901 | Pending | Buffered : Subscriber Absent
902 | Pending | Retrying : Changing Provider
903 | Pending | Buffered : Sim Card Memory Full, Subscriber Busy, Delivery Failure
905 | Pending | Buffered : Not Enough Credit
906 | Pending | Session not connected : Rescheduled
911 | Pending | Session not connected : Rescheduled
Total : | 21 | 100.00% | 21 | 100.00%

Delivery Time

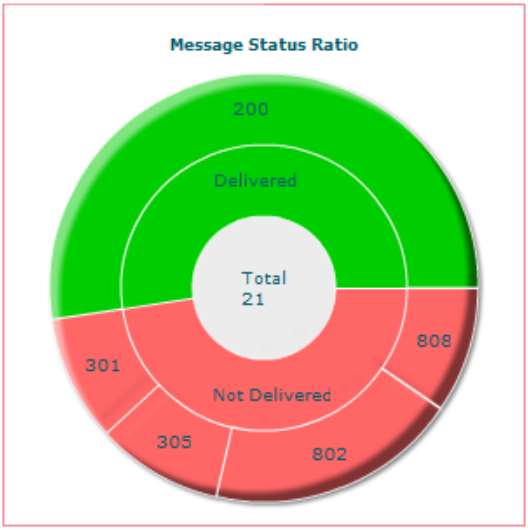
The ***Delivery time statistics*** provides in a graphical way the number of messages delivered within a time range.
Information can be used to measure the needed time to deliver SMS messages.



Messages are delivered by mobile providers; The Ring Ring Company has no control on the delivery performances of messages.
Without forgetting that some mobile providers don't provide any timestamp, then the reception time of the Delivery Notification Code is taken as the Time Delivered value.

Message Status Ratio

The pie chart "***Message Status Ratio***" provides a graphical overview of the Message Status. When moving your mouse over the Message Status code, additional information is displayed (number and percentage on total)



Message Status details

Finally, the "Message Status details" displays the number of messages and the number of SMS per Message Status with a percentage on the total number of messages and a percentage on the total number of SMS.

Message Status details

Message Status	Category	Description	# Messages	% Messages	# Sms	% Sms
0	Not Sent	To Be Sent				
10	Not Sent	Pending				
11	Not Sent	Submit In Progress				
25	Unknown	Unknown Status				
100	Pending	Submitted				
101	Pending	Partially Submitted				
200	Delivered	Delivered	11	52.38%	11	52.38%
201	Not Delivered	Partially Delivered				
300	Not Delivered	General Error				
301	Not Delivered	Unreachable / Absent Subscriber	2	9.52%	2	9.52%
302	Not Delivered	Blocked				
303	Not Delivered	Roaming Blocked				
305	Not Delivered	Not Enough Credit	2	9.52%	2	9.52%
309	Not Delivered	No Provider Found				
310	Not Delivered	Validity Period Expired or refused by provider				
400	Unknown	Unknown Status				
501	Not Delivered	Partially Erroneous				
800	Not Delivered	Message canceled				
801	Not Delivered	No Route Available				
802	Not Delivered	Validity Period Expired	4	19.05%	4	19.05%
803	Not Delivered	BAD MSISDN Format				
808	Not Delivered	MSISDN is blacklisted	2	9.52%	2	9.52%
809	Not Delivered	MSISDN in "Do Not Call" list				
900	Pending	Buffered : Technical ERROR				
901	Pending	Buffered : Subscriber Absent				
902	Pending	Retrying : Changing Provider				
903	Pending	Buffered : Sim Card Memory Full, Subscriber Busy, Delivery Failure				
905	Pending	Buffered : Not Enough Credit				
906	Pending	Session not connected : Rescheduled				
911	Pending	Session not connected : Rescheduled				
		Total :	21	100.00%	21	100.00%

6 Support

Support & Help

The "***Support***" menu is accessible from the main menu (on the left) and provides you the opportunity to contact directly the Support & Helpdesk of The Ring Ring Company. The latest documentation of SMS Mailer is also publicly available through the "***Support***" menu.

You have the opportunity to send directly an email with attachment (preferably the mailing file) describing your problem using the SMS Mailer.

7 Data retention

Data Retention

Data remains in the Database Infrastructure of The Ring Ring Company for a period of 13 months.
After this period, Data are archived.

Customers have the opportunity to export messages using the "***Download .CSV***" option in the "***Reporting***" section at any moment.
We recommend performing this action if you need to keep a trace/history of the messages you sent.

8 Message Status

The "***Message Status***" are grouped into categories and range of Code.

The latest list of Message Status is publicly available on the address:
http://interactive.ringring.be/public/documentation/DeliveryNotificationCodes.pdf

Not Sent

Category "Not Sent"
Message Status less than ***100*** means the message is not yet sent to mobile Providers. When scheduling messages, the messages appear in the system with a Message Status equal to ***0***.

Delivered

Category "Delivered"
This category contains only one Message Status (***200***), this code means that the message was successfully delivered to the end-user.

Not Delivered

Category "Not Delivered"
This category contains 2 ranges of Message Status.
The range ***300-399*** is used to classify messages that were not delivered by the mobile provider.
The range ***800-899*** is used to define messages that were not correctly sent by The Ring Ring Company to the mobile provider (Internal Error).

Unknown

Category "Unknown"
The range ***400-499*** defines messages for which we never received a Message Status from the mobile provider. The message can be correctly delivered or not.

Pending

Category "Pending"
The Range ***100-199*** is used for messages that were submitted to the mobile providers.
The range ***900-999*** is used to classify messages that are in progress. This last range is the only temporary range and the message status will be updated to another category.